



# PARKS AND RECREATION NEEDS ASSESSMENT AND COMPREHENSIVE ACTION PLAN



# Agenda



- Desired Outcomes
- Demographics
- Community Input
- Statistically-Reliable Survey
- Priority Rankings
- Levels of Service
- Equity Mapping
- Big Ideas
- Next Steps

# Desired Outcomes

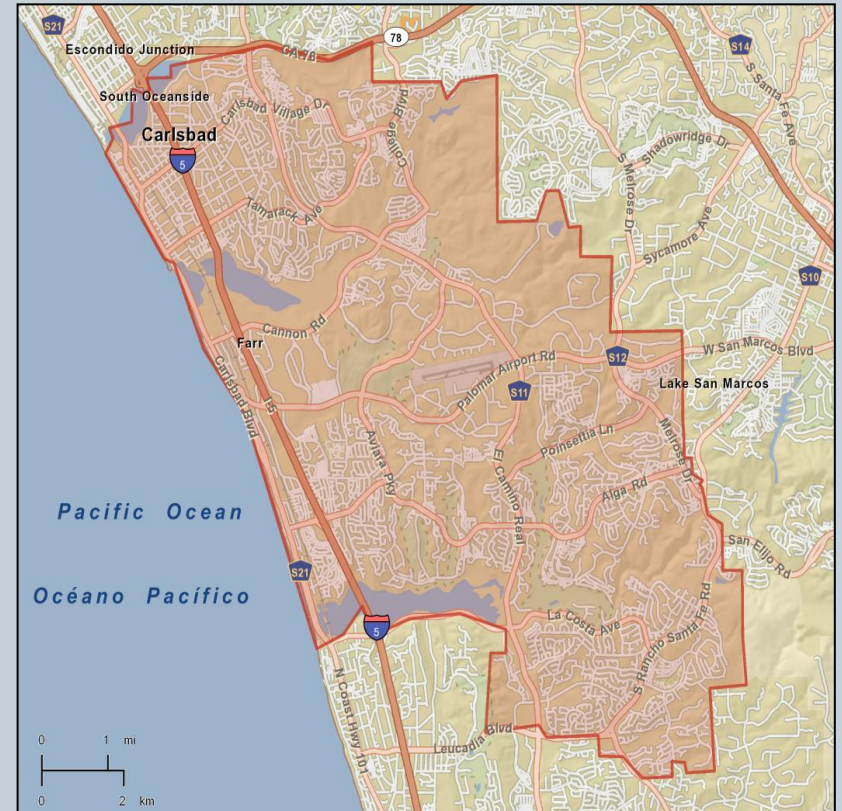


- **Identify needs** based on current gaps and future trends
- **Develop priorities** based on community values
- **Provide a guide** for balanced program, facility and amenity offerings
- **Develop measurable strategies** to achieve goals and recommendations
- Focus on a **sustainable approach**



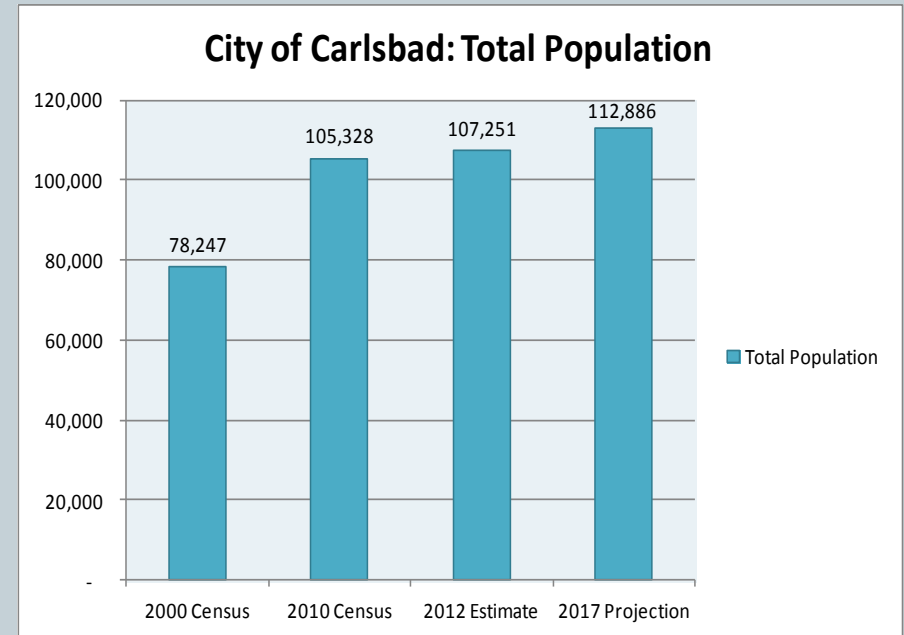
# Methodology

- The City of Carlsbad boundaries were utilized for the demographic analysis
- ESRI



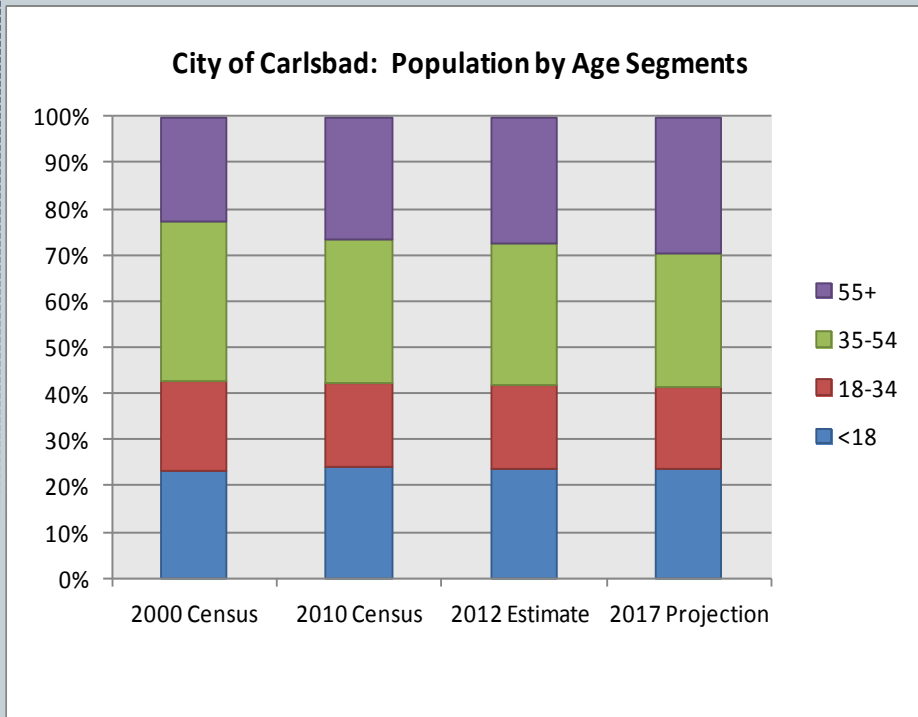
# Population Trend

- Population is projected to continue growth trend for the foreseeable future



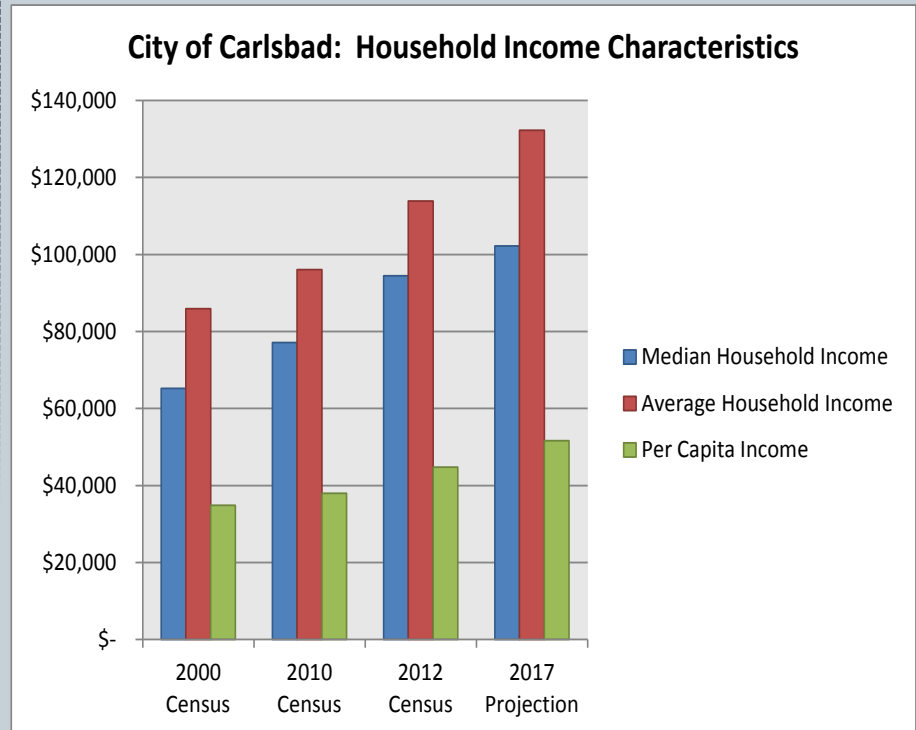
# Age Segment Distribution

- Overall age distribution consistent over time
- Aging trend with the 55+ population growing from 22.6% in 2000 to over 30% in the next five years



# Household and Income Characteristics

- Above average income characteristics and continued growth project moving forward



# Community Input





# Summary



- Interviewed Key Leader, Stakeholder Groups and Public Input Meetings
- Held in February 2013
- 20 meetings in 2 day time frame

# Summary Comments – Strengths of the System



- Staff – responsive and willing to partner
- Diversity of offerings
- Special Events
- Quality park and facility maintenance
- Marketing and public outreach
- Value for money
- Financially sustainable structure

# Summary Comments – Opportunities for Improvement



- Must keep up with evolving needs
- Expedite rate of change – too bureaucratic and slow
- Lack of awareness about what's offered
- Focus on multi-generational approach
- Improve inter and intra Department communication
- Build entrepreneurial culture & policies supporting it
- Explore joint use agreements and partnerships
- Better equity of access (North-West Quadrant: Barrio)
- Be a more dog-friendly community
- Need more community gardens / pickle ball courts

# Summary Comments – One Thing for the Future



- Access (awareness, availability, affordability) for varied populations
- Dynamic action plan to address changing population
- Better communication
- Redefine what the Senior Center will be in the future
- Financial sustainability – partnerships, sponsorships
- Outdoor pickle ball and community gardens in every quadrant
- Be more cutting-edge and innovative
- Implement and complete developed park plans in a timely manner

# Survey



# Summary



- ETC Institute - Leisure Vision administered survey
- Completed in June 2013
- Target 325 surveys – Actual 386 completed surveys
- 95% level of confidence
- 5.4% margin of error



# Visitation



Q1. On average, how often have you or members of your household visited parks, recreation facilities, or sports fields in the City of Carlsbad during the past year?

by percentage of respondents



Source: ETC Institute (June 2013)

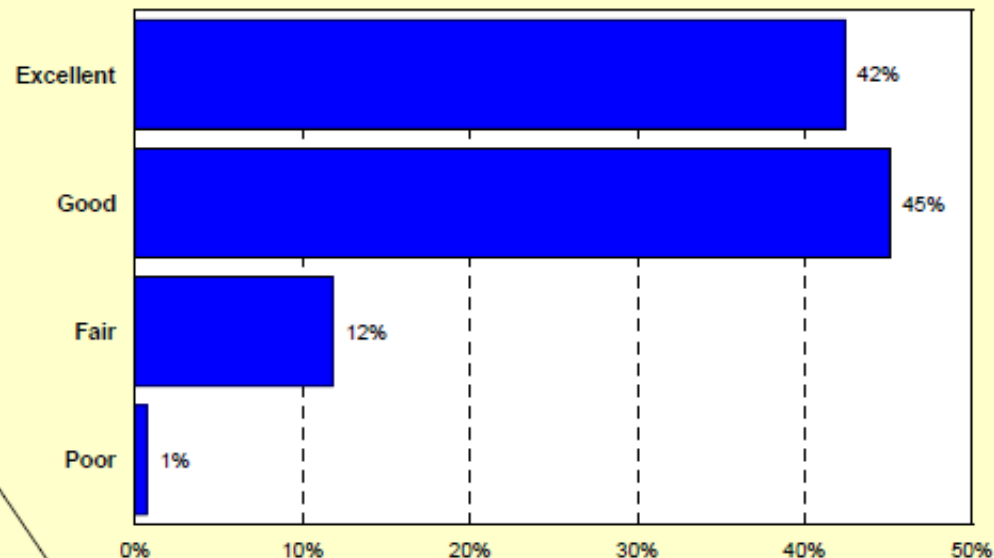
# Program Participation and Quality Rating

Q2. Has anyone in the household participated in any programs offered by the City of Carlsbad Parks & Recreation Department during the past 12 months

by percentage of respondents who answered yes



Q3. If YES: How would you rate the overall quality of the programs that you participated in?

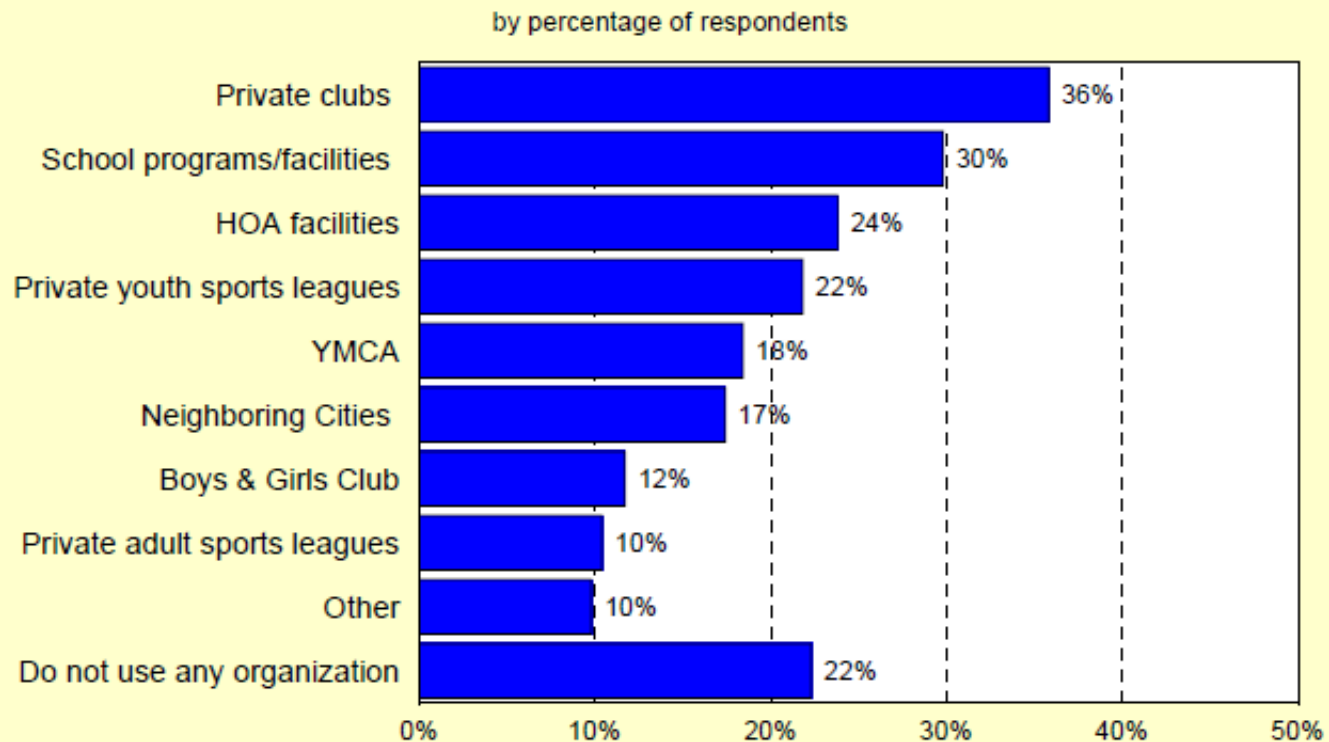


Source: ETC Institute (June 2013)

# Other Organizations Used



Q4. Please check all the organizations that you or members of your household have used for indoor/outdoor recreation and sports activities during the last 12 months.

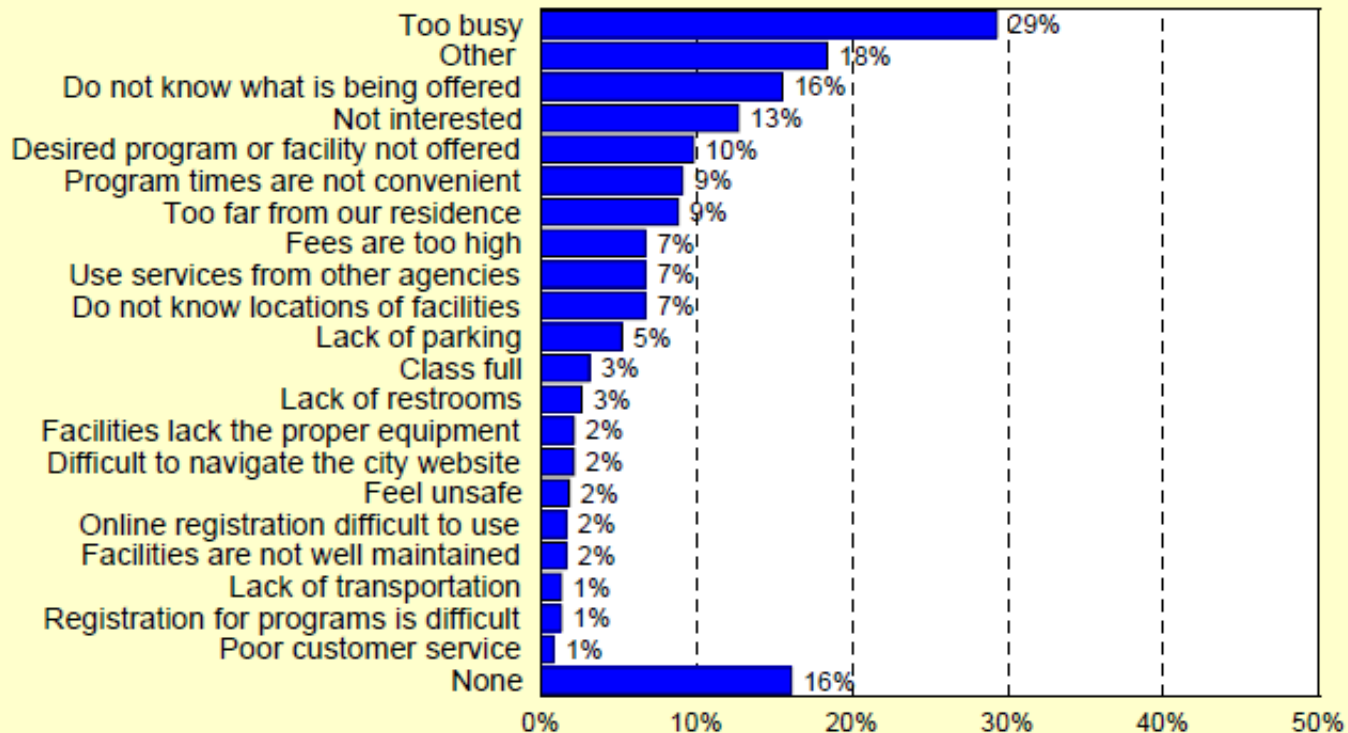


Source: ETC Institute (June 2013)

# Barriers to Participation

Q5. Please check all the reasons that you choose not to utilize City of Carlsbad parks, recreation facilities, or programs more often.

by percentage of respondents

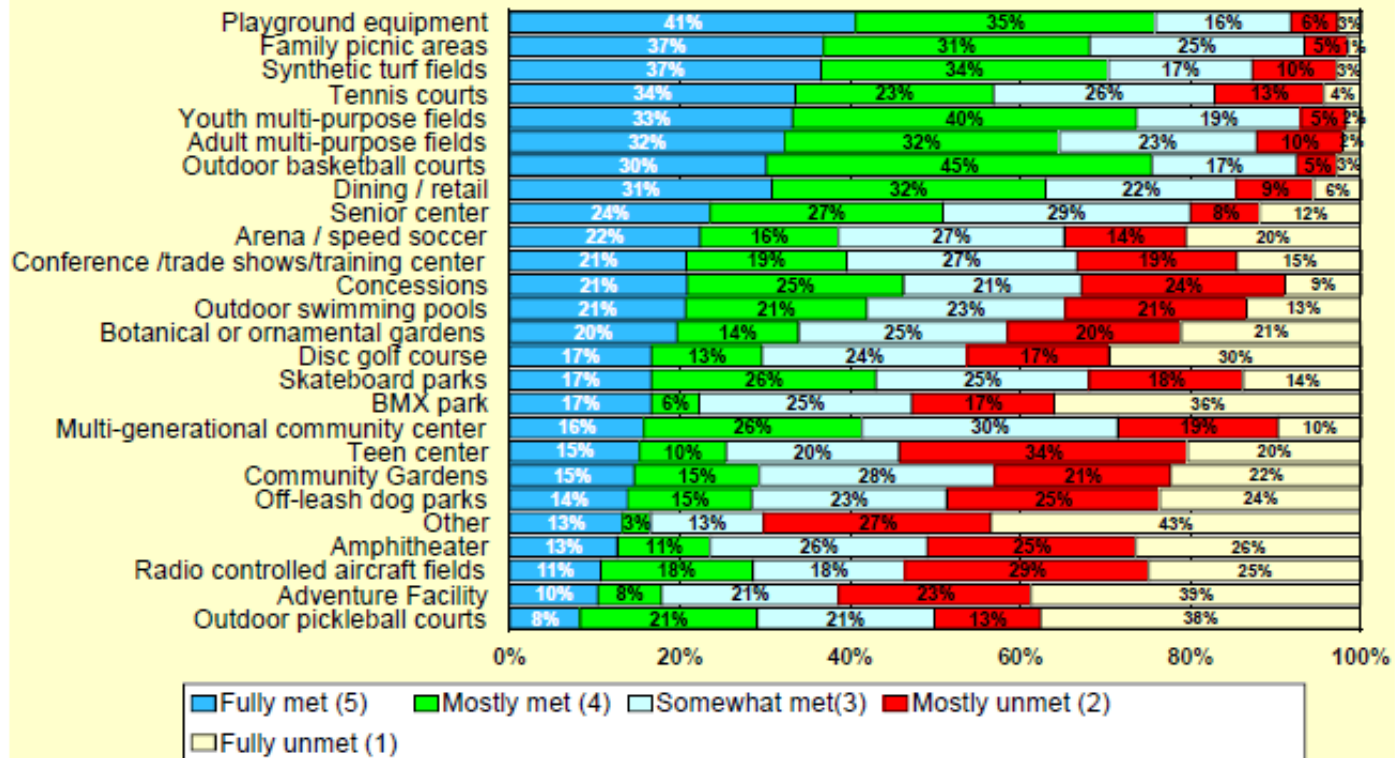


Source: ETC Institute (June 2013)

# Facility Unmet Need

## Q6a. How well needs are being met for each park or recreation facility.

By percentage of respondents who indicated they used some or all park or recreation facilities. Rated the items as 1 to 5 on a 5-point scale



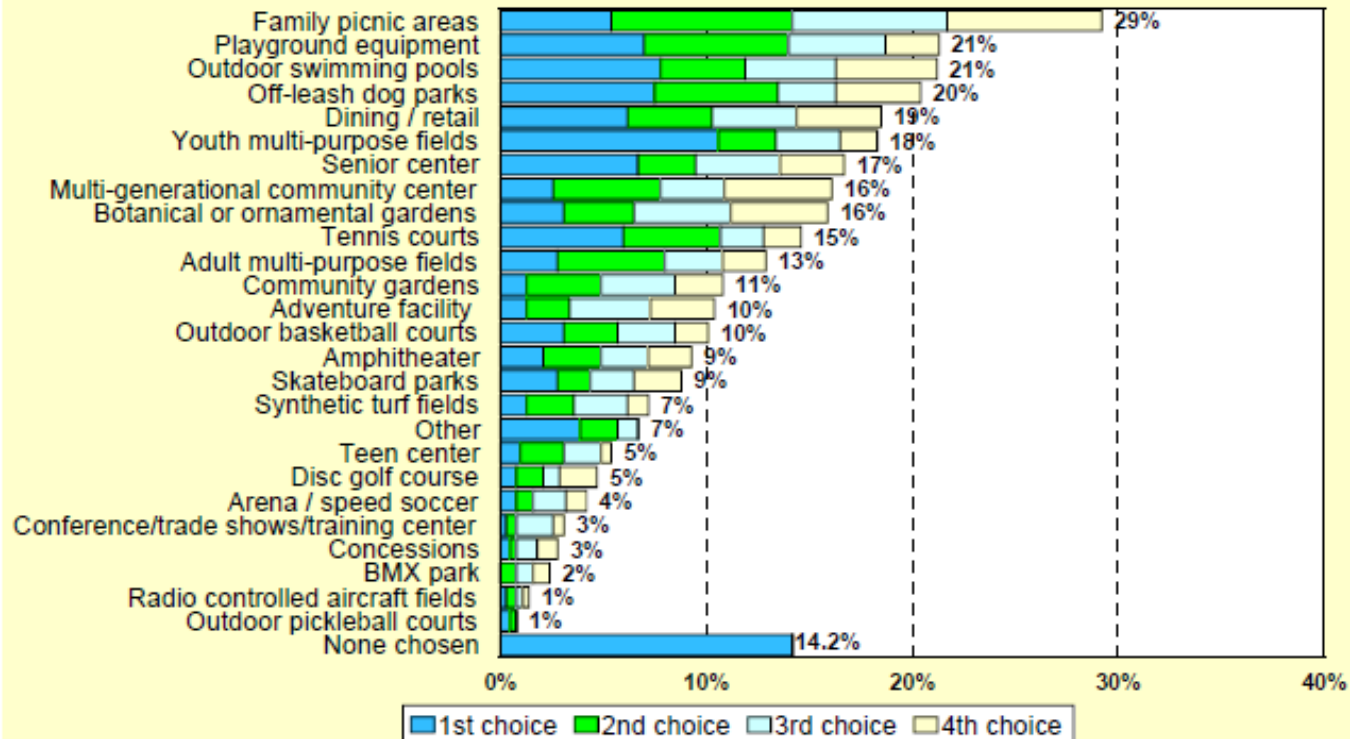
Source: ETC Institute (June 2013)

# Most Important Facilities



Q7. Which four of the facilities from the list are most important to you and members of your household?

by percentage of respondents



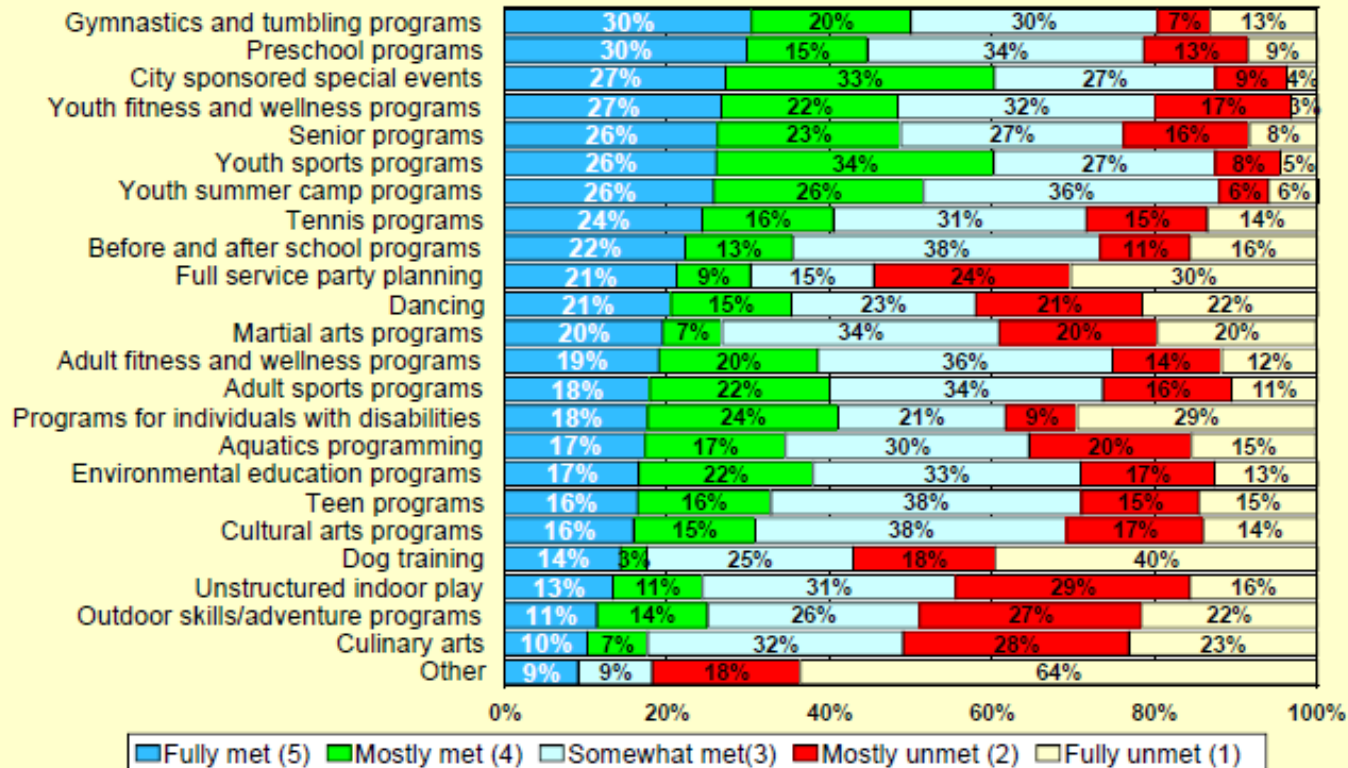
Source: ETC Institute (June 2013)



# Program Unmet Need

## Q8a. How well needs are being met for each park or recreation program.

By percentage of respondents who indicated they used some or all park or recreation programs. Rated the items as 1 to 5 on a 5-point scale



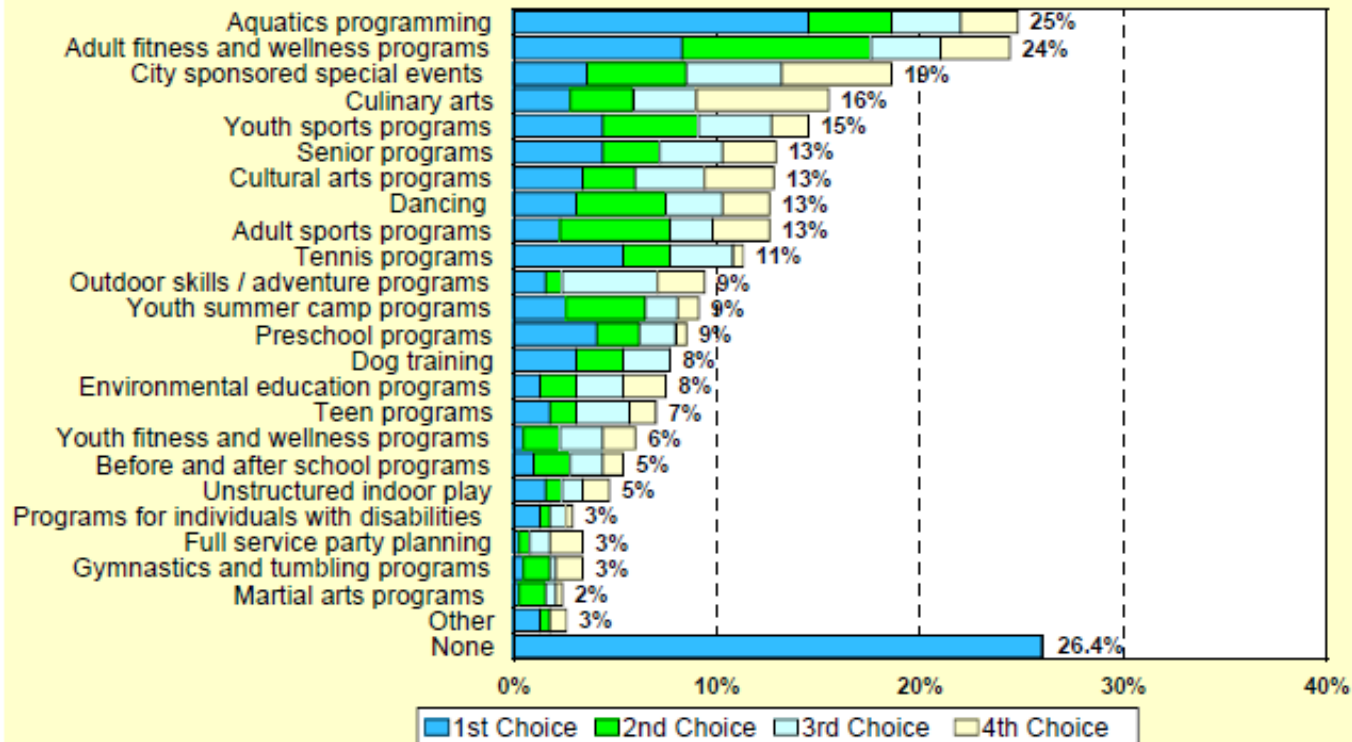
Source: ETC Institute (June 2013)

# Most Important Programs



Q9. Which four of the programs from the list are most important to you and members of your household?

by percentage of respondents

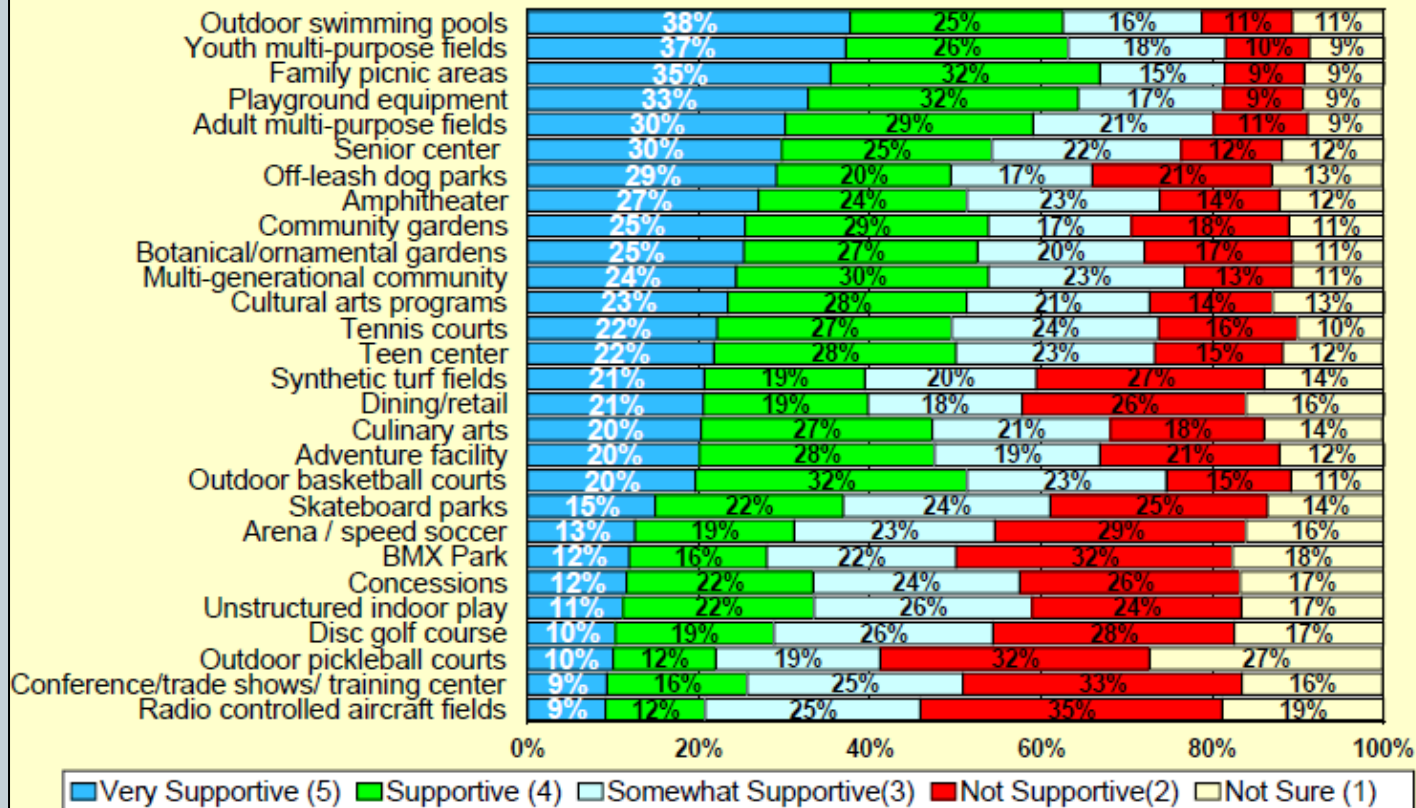


Source: ETC Institute (June 2013)

# Support for Actions

## Q10. Support for actions to improve and expand parks and recreation facilities in the City of Carlsbad

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



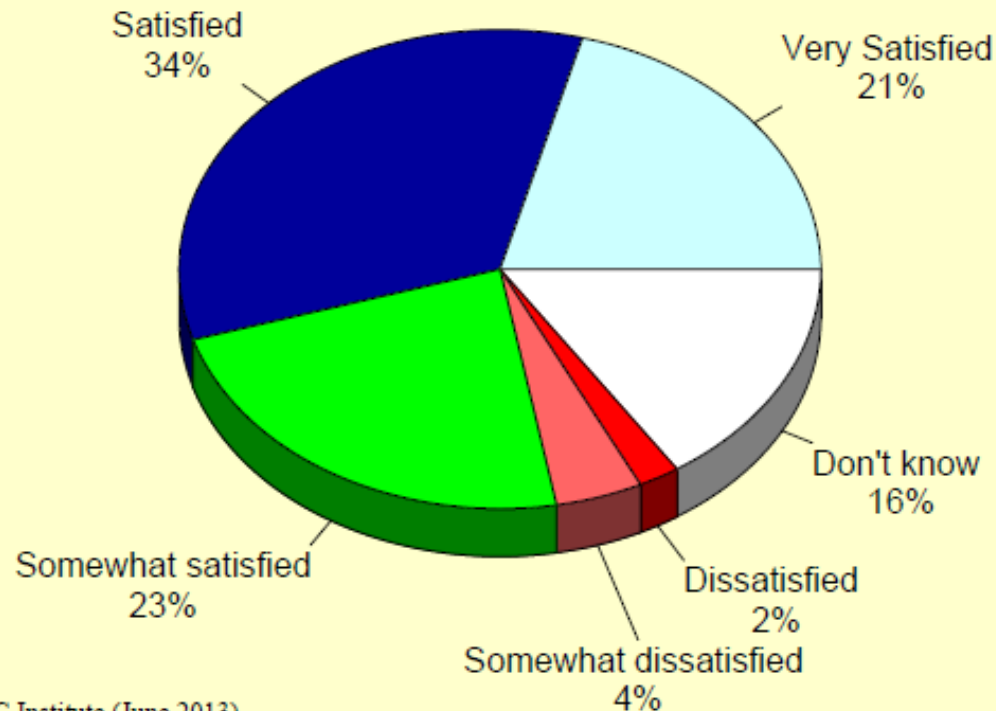
Source: ETC Institute (June 2013)

# Satisfaction with Financial Value



Q12. Rate your Satisfaction with the overall financial value your household receives from the City of Carlsbad Parks & Recreation Department facilities and programs.

by percentage of respondents



Source: ETC Institute (June 2013)

Finding	Percentage
High visitation to parks, facilities, sports fields	65% visited monthly or more - only 11% visited less than once / year
Program participation can be improved	37% currently
Program quality rating at best practice levels	87% rated good or excellent – 1% rated as poor
Private Clubs, Schools and Home Owner’s Associations frequently used	36%, 30% and 24% respectively
Too busy or Don’t Know What is Offered are biggest barriers to participation	29% and 16% respectively
Picnic areas, playgrounds, outdoor pools, dog parks, dining retail among highly desired facilities / amenities	Varying
Aquatics programming, adult fitness and wellness programs, special events, culinary arts and youth sports among highly desired programs	Varying
Strong support to improve and expand outdoor pools, picnic areas, youth and adult multi-purpose fields, multi-gen center and off-leash dog areas	Varying
High level of satisfaction with financial value of offerings provided	Only 6% Dissatisfied or Somewhat Dissatisfied

# Level of Service





# Methodology



- Developed based on a combination of multiple factors including:
  - National and comparable standards
  - Carlsbad's Growth Management Plan
  - Survey and Priority Rankings results
  - Community Input
  - Consultant's professional recommendation based on what's feasible and realistic given the trends, availability of land and financial and economic viability

PARKS: 2013 Inventory - Developed Facilities					2013 Facility Standards					2018 Facility Standards			
Park Type	City of Carlsbad Park Inventory	Current Service Level based upon population			Recommended Service Levels; Revised for Local Service Area			Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed		Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed	
Special Use Areas	86.50	0.81	acres per	1,000	0.50	acres per	1,000	Meets Standard	-	Acre(s)	Meets Standard	-	Acre(s)
Community Parks	199.90	1.87	acres per	1,000	2.50	acres per	1,000	Need Exists	67	Acre(s)	Need Exists	46	Acre(s)
Undeveloped Park Land	34.10	0.32	acres per	1,000		acres per	1,000	Meets Standard	-	Acre(s)	Meets Standard	-	Acre(s)
<b>Total Park Acres</b>	<b>320.50</b>	<b>3.00</b>	<b>acres per</b>	<b>1,000</b>	<b>3.00</b>	<b>acres per</b>	<b>1,000</b>	<b>Need Exists</b>	<b>0</b>	<b>Acre(s)</b>	<b>Need Exists</b>	<b>34</b>	<b>Acre(s)</b>
<b>OUTDOOR AMENITIES:</b>													
Playgrounds	32	1.00	site per	3,361	1.00	site per	3,000	Need Exists	4	Sites(s)	Need Exists	5	Sites(s)
Dog Parks	1	1.00	site per	106,895	1.00	site per	40,000	Need Exists	2	Sites(s)	Need Exists	1	Sites(s)
Multi-purpose Diamond Fields (Youth)	9	1.00	field per	11,877	1.00	field per	7,500	Need Exists	5	Field(s)	Meets Standard	-	Field(s)
Multi-purpose Diamond Fields (Adult)	15	1.00	field per	7,174	1.00	field per	6,000	Need Exists	3	Field(s)	Meets Standard	0	Field(s)
Multi-purpose Rectangular Fields (You)	24	1.00	field per	4,399	1.00	field per	5,000	Meets Standard	-	Field(s)	Meets Standard	-	Field(s)
Multi-purpose Rectangular Fields (Adu)	12	1.00	field per	9,176	1.00	field per	6,000	Need Exists	6	Field(s)	Need Exists	8	Field(s)
Basketball Courts (Half and Full)	39	1.00	court per	2,755	1.00	court per	4,000	Meets Standard	-	Court(s)	Meets Standard	-	Court(s)
Tennis Courts	44	1.00	court per	2,429	1.00	court per	2,500	Meets Standard	-	Court(s)	Need Exists	3	Court(s)
Skate Park	3	1.00	site per	35,632	1.00	site per	50,000	Meets Standard	-	Site(s)	Meets Standard	-	Site(s)
Outdoor Pools	1	1.00	site per	106,895	1.00	site per	50,000	Need Exists	1	Site(s)	Meets Standard	-	Site(s)
Indoor Facilities (Square Feet)	95,192.00	0.89	SF per	person	1.50	SF per	person	Need Exists	65,151	Square Feet	Need Exists	82,170	Square Feet
2013 Estimated Population		106,895											
2018 Estimated Population		118,241											

Biggest needs for the future include community park space, playgrounds, tennis courts, dog park and indoor multi-purpose recreation spaces

# Equity Mapping



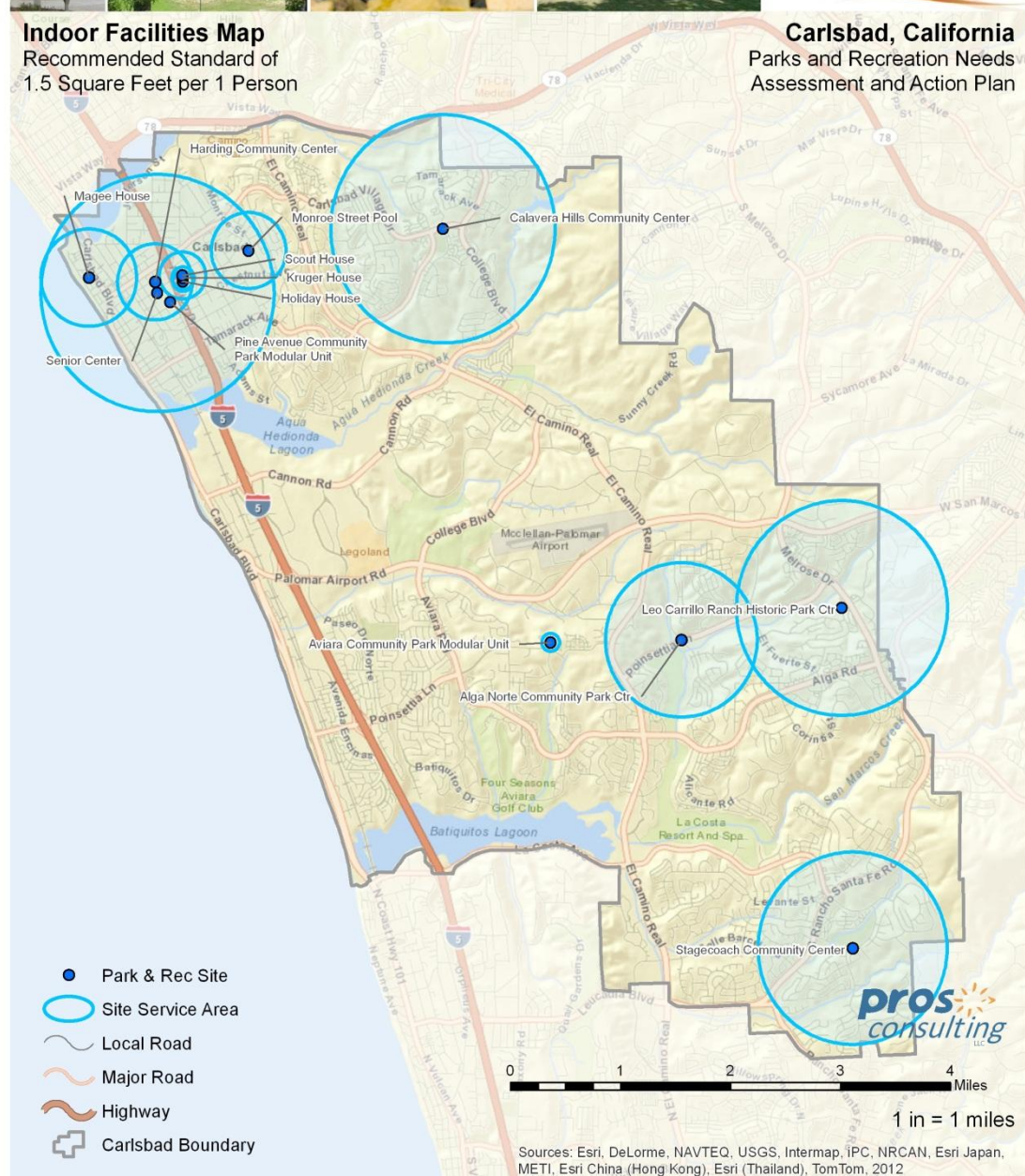
# Mapping Methodology



- Used to spatially / geographically show Levels of Service
- Examples of Service Areas
  - ✦ Locational / Radial: 3 mile radius from a site
  - ✦ Drive Time / Walkability: 5 minute drive from a site
  - ✦ Equity / Population Based: A circle containing a certain number of people centered on a site
- Geographic Information Systems (GIS) Analysis used to produce equity maps based on agreed-to recommended levels of service
- Each ring depicts the target audience served by that park, facility or amenity as well as gaps and overlaps in the system



## Carlsbad, California





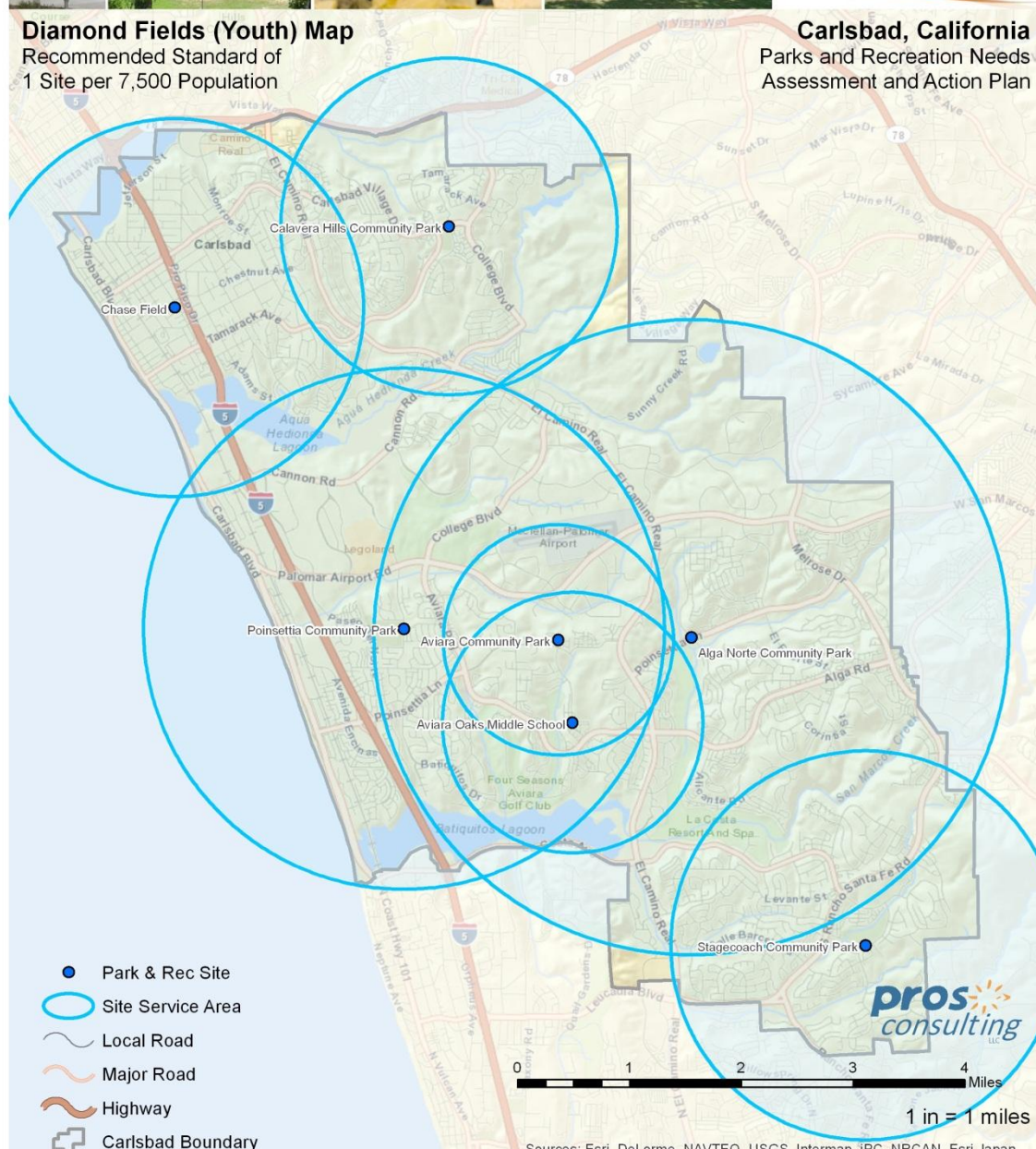
# Youth Diamond Fields



## Diamond Fields (Youth) Map

Recommended Standard of  
1 Site per 7,500 Population

**Carlsbad, California**  
Parks and Recreation Needs  
Assessment and Action Plan



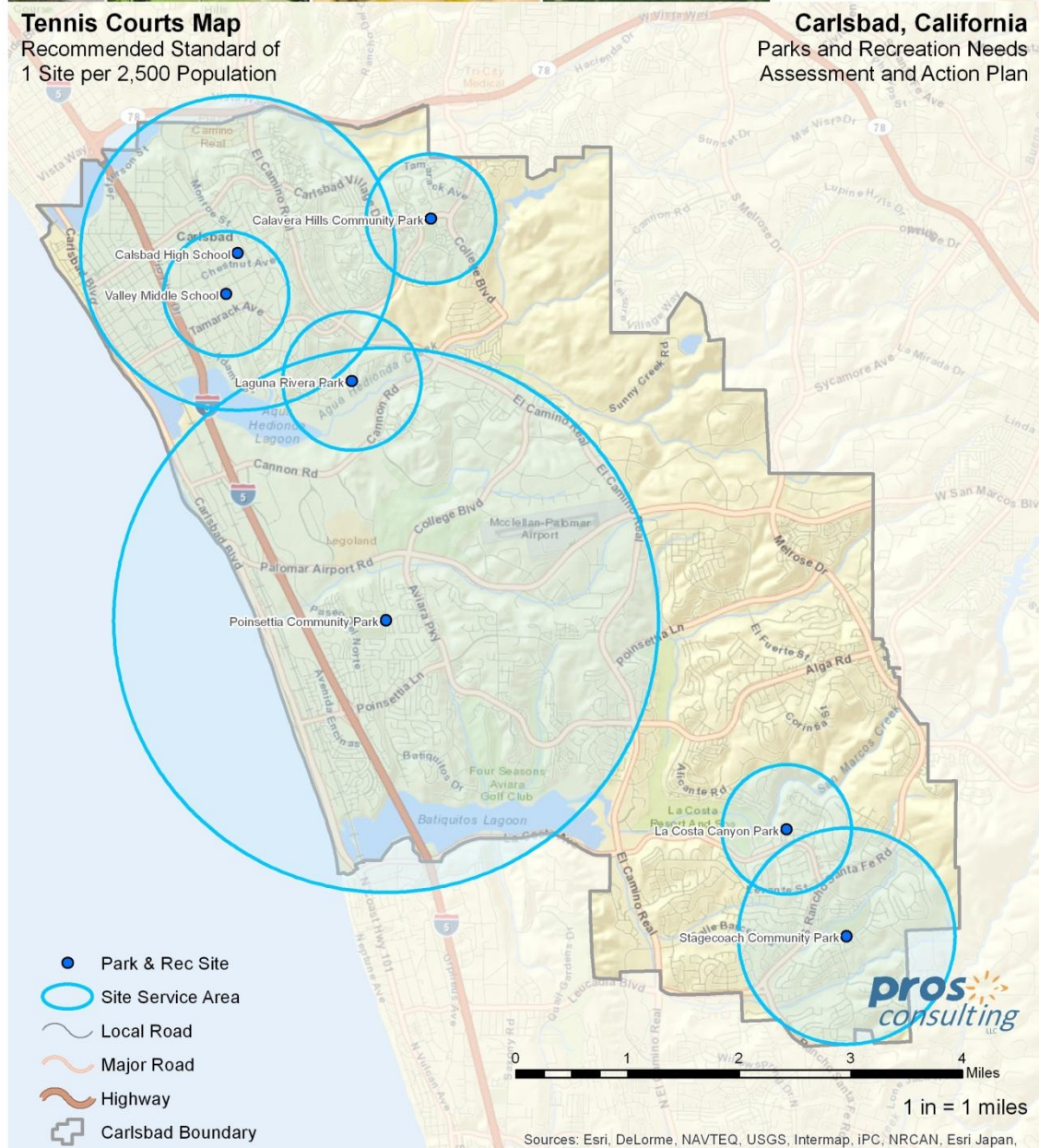




# Carlsbad, California

## Parks and Recreation Needs Assessment and Action Plan

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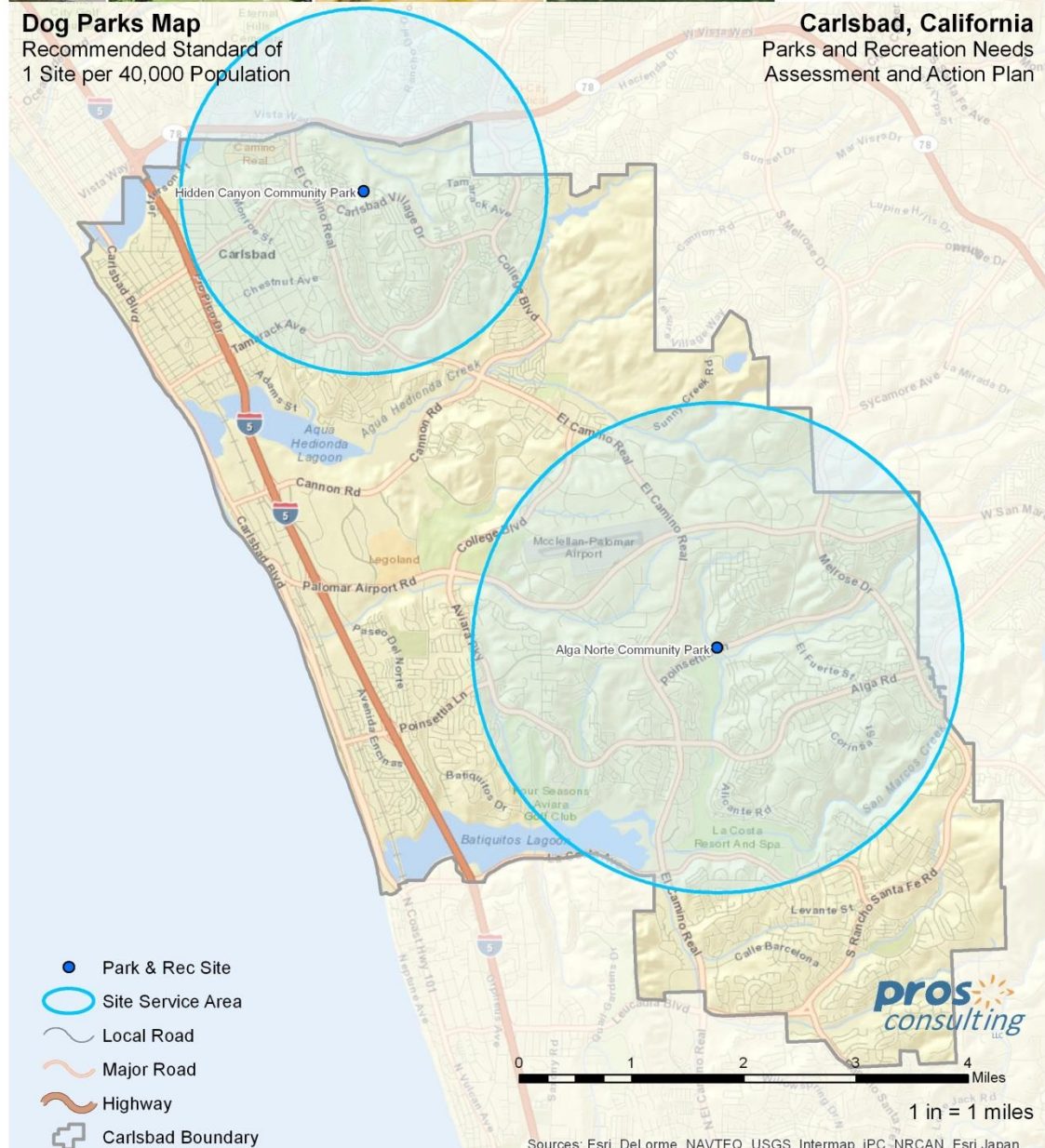


# Dog Parks



**Dog Parks Map**  
Recommended Standard of  
1 Site per 40,000 Population

**Carlsbad, California**  
Parks and Recreation Needs  
Assessment and Action Plan



# Priority Rankings





# Methodology



- Unmet Needs
  - Unmet desires for facilities / recreation programs – Weighted value of 3.
- Importance Ranking for Facilities
  - This is used as a factor from the importance allocated to a facility or program by the community. Weighted value of 3.
- Consultant Evaluation Factor
  - Derived from PROS' program and facility assessment based on survey results, demographics, trends and overall community input. Weighted value of 4.

# Facility / Amenity Priority Rankings



Carlsbad Facility/Amenity Priority Rankings	
	Overall Ranking
Family picnic areas - covered and uncovered	1
Outdoor swimming pools	2
Botanical or ornamental gardens	3
Community gardens	4
Off-leash dog parks	5
Amphitheater	6
Playground Equipment	7
Dining / retail	8
Senior center (age 50+)	9
Youth multi-purpose fields	10
Multi-generational community center	11
Disc golf course	12
Adult multi-purpose fields	13
Adventure facility (rock wall, ropes course)	14
Tennis courts	15
Conference / trade shows / training centers	16
Concessions	17
Skateboard parks	18
Teen center	19
Arena / speed soccer	20
Outdoor basketball courts	21
Synthetic turf fields	22
Outdoor pickleball courts	23
BMX park	24
Radio controlled aircraft fields	25

# Program Priority Rankings



Carlsbad Program Priority Rankings	
	Overall Ranking
Adult fitness and wellness programs	1
Culinary arts (cooking, baking, etc.)	2
Aquatics programming (swim lessons, recreation/lap swim, competitive training, etc.)	3
Adult sports programs	4
Cultural arts programs	5
City sponsored special events	6
Dancing	7
Outdoor skills / adventure programs	8
Youth sports programs	9
Senior programs	10
Dog training	11
Tennis programs	12
Environmental education programs	13
Youth summer camp programs	14
Youth fitness and wellness programs	15
Preschool programs	16
Teen programs	17
Unstructured indoor play	18
Before and after school programs	19
Martial arts programs	20
Gymnastics and tumbling programs	21
Programs for individuals with disabilities	22
Full service party planning	23

# Recommendations & Big Ideas



# Recommendations



- Meet the level of service standards established for the next five years
  - Consider a plan to add community garden(s), playgrounds and a dog park
  - Increase indoor recreation space offerings
  - Reposition some tennis courts in over-served areas as outdoor pickle ball courts
- Track ROI for communication and outreach to target marketing efforts
- Continue managing offerings based on updated service classifications and levels of contribution
- Focus on partnerships and earned income opportunities (sponsorships, concessions, retail, naming rights etc.) to create a more entrepreneurial culture and a self-supporting system



# Philosophy



## Programs Drive Facility Design

# Big Idea – 1



## Multi-use, Multi-generational Community Recreation Center















## Big Idea – 2

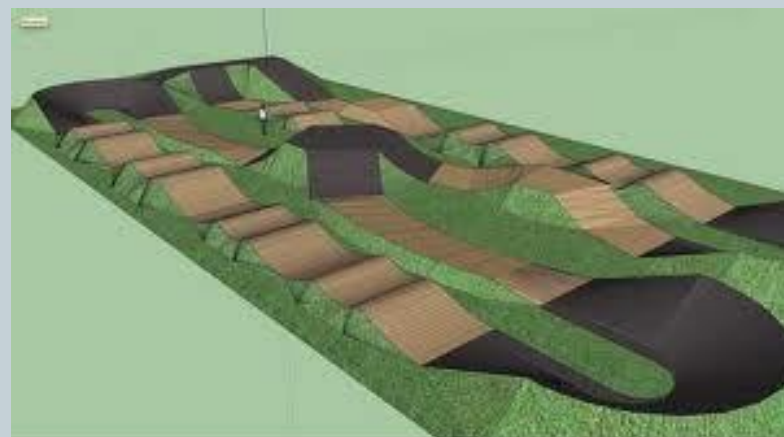


# Outdoor Adventure Activity Park











# Next Steps



# Next Steps



- Finalize Draft Report
- Draft Council Presentation (November 5, 2013)
- Final Commission Presentations (November 20, 2013?)
- Final Council Presentation (December 2013)
- Implementation Starting 2014

# Questions

# Vision



To build community connectivity through world class offerings and exceptional customer service